

ABSTRACT OF THE DISCLOSURE

Even when a part of a subject image is cut down after imaging, an image of good image quality is obtained. When a subject is imaged, divisional photometry (divided brightness measuring) is performed. Image data representing an image of the subject and a divisional photometry values are recorded on a memory card in correspondence with photometry sections obtained by division. At the time of reproduction (playback), image data is read out of the memory card, to display the subject image. A desired part of the displayed subject image is cut out (trimmed). Correction is made such that the brightness of the trimmed image is proper using the divisional photometry values corresponding to the trimmed image.